



MARGETING THE MESSAGE

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AGENDA

- **Marketing - What and Why**
- **Developing the Marketing Plan**
- **Creating the Message**
- **Breen's Philosophy**
- **Case Study #1: Miami Hispanic Leadership Summit**
- **Case Study #2: Spirit of America**
- **Discussion**



MARKETING THE MESSAGE

WHAT IS MARKETING?



MARKETING THE MESSAGE

WHY MARKET?



YOUR COMPETITION

- **EACH DAY THE AVERAGE AMERICA CONSUMER...**
 - **WATCHES 4 HOURS OF TELEVISION**
 - **IS BOMBARDED WITH 100 COMMERCIALS**
 - **35 RADIO COMMERCIALS**
 - **202 NEWSPAPER ADS**
 - **RECEIVES 3 - 10 E-MAILS WITH DIRECT MAIL APPLICATIONS**



MARKETING THE MESSAGE

WHO?



DEVELOPING THE MARKETING PLAN

Use Simple Format for Marketing as in Media

- Objective
- Strategy
- Target Audience
- Message
- Tactics
- Evaluation



CREATING THE MESSAGE

- **Create a Unique Branding Position**
- **Crafting the right message**
- **Using Values to strengthen your message**
- **Make sure the Message is Clearly Understood**
- **Eliminate all assumptions**
- **Ask for Action in Message Presentation**
- **Make sure you hit the right target markets**
- **Evaluate what is being presented**



Breen's Philosophy #1

**MARKETING IS A ONE FOR ALL
AND ALL FOR ONE CONCEPT**



Breen's Philosophy #2

IT'S FREE AND WE OWN IT!



Breen's Philosophy #3

OK, SO WE DON'T OWN IT.....

...BUT IT'S STILL FREE



Breen's Philosophy #4

WE ARE FAMILY



Breen's Philosophy #5

**WE'RE NOT STARBUCKS -
BUT WE'RE
EVERYWHERE**



CASE STUDY #1

MIAMI HISPANIC LEADERSHIP SUMMIT

Major John Suttle, OCPA



CASE STUDY #2

SPIRIT OF AMERICA MCI CENTER, DC 14 - 18 JUNE 2000



SPIRIT OF AMERICA OBJECTIVES

- **Conduct a high-energy, entertaining and educational interactive show about the Army.**
- **Use an Integrated Communications Strategy with original creative plans to publicize the event along the Eastern Seaboard**
- **Obtain national and local media coverage using Spirit to celebrate the 225th Army Birthday**
- **Fill between 10,000 and 15,00 seats for 6 performances between 14 and 18 June 2000**



SPIRIT OF AMERICA TARGET AUDIENCES

- **America's Youth**
- **Members of Congress, Policymakers**
- **Veterans, Military members and families**
- **Tour Groups**
- **Convention Groups**
- **American people within traveling distance**
- **International audiences, Embassy's, foreign visitors**



SPIRIT OF AMERICA MESSAGES

- **Spirit of America is a highly entertaining, dramatic, interactive and dazzling show that showcases the history of the United States Army**
- **Spirit of America is a once in a life time program highlighting the 225th anniversary of the Army**
- **The show features the United States Army Band, the Soldiers Show, the Fife and Drum Corps and the Old Guard**
- **This show promises to be great, free, family fun!**
- **Did I tell you THIS SHOW IS FREE so
“ Catch the Spirit!”**



SPIRIT OF AMERICA STRATEGIES AND TACTICS

- **STRATEGY #1: Conduct a Three Tier campaign to Targeted Groups.**
 - **TIER 1: Specific Niche Groups**
 - **Tier 2: Tour Groups, Organizations, database list**
 - **TIER 3: General Public**



TARGETED GROUPS

- **Wednesday 14 June: The Army family**
- **Thursday 15 June: School Groups/ Out of State/ PA**
- **Friday 16 June: 50th Anniversary of the Korean War team**
- **Saturday and Sunday matinees, 17 - 18 June: Tour Companies and specialized tour groups**
- **Saturday evening, 17 June: Convention attendees, International Audience**



TACTICS TO SUPPORT STRATEGY 1

- **Identify critical POC's for each selected group and organization**
- **develop partnerships to disseminate information**
- **Pinpoint each level of groups by Tier**
- **Obtain senior leader involvement for Army Night**
- **Conduct massive outreach program**
- **develop materials to support campaign**
- **Conduct communications audit of past events and activity products**



SPIRIT OF AMERICA STRATEGIES AND TACTICS

- **Strategy 2: Leverage Internal Communications Tools**
- **Tactics:**
 - **Conduct news campaigns w/ newspapers**
 - **SRTV support/ ARNEWS/ MDW News Service**
 - **Hometown News Release Program**
 - **April Issue Story in Soldiers Magazine**
 - **Sister Service publications**
 - **E-Mail tags**
 - **Buttons**
 - **Branding campaign**



SPIRIT OF AMERICA STRATEGIES AND TACTICS

- **Strategy 3: Develop an Aggressive Integrated Communications Campaign**
- **Tactics:**
 - **Create Products to flood the market**
 - **Research Ad Campaign for effective placement**
 - **Story Placement in monthly magazines, weekly calendars, local media venues**
 - **Create video products to use at MCI Center at various events**
 - **Write and place radio PSA's on local stations**



SPIRIT OF AMERICA STRATEGIES AND TACTICS

- **Strategy 4: Create publicity events by partnering with Third Party Allies**
- **Tactics:**
 - **Create a media event tying the Twilight Tattoo to the SOA**
 - **Set Display booths at local area venues (Earth Day, JSOH, PSRW)**
 - **Promote SOA at selected MCI events with video/ booth**
 - **Partner with MCI Public relations and advertising staffs**



SPIRIT OF AMERICA STRATEGIES AND TACTICS

Strategy 5: Access Media and Marketing Sources

Tactics:

- **Embedded media program**
- **Massive Media Pitch**
- **Video News release with commercial venue**
- **Use of NAPS/ PR Newswire**
- **OP-ED Placements by senior leaders**
- **Produce documentary for distribution**
- **Live Webcast__**



SPIRIT OF AMERICA LAUNCH PROGRAM

- **PHASE 1: Pre-launch includes team building, product development, letters to groups, data base management, community outreach. Timeline is NOW through 2 May.**
- **PHASE 2: launch the program on 3 May with the Twilight Tattoo event and combine with a media event/ breakfast or luncheon.**
- **PHASE 3: Conduct the Event and Evaluate Success 14 - 18 June.**



SPIRIT OF AMERICA EVALUATION PROGRAM

- **Use of Web page to track forward movement and progress**
- **Submit final plan**
- **Find new job**



MARKETING THE MESSAGE

SUMMARY

- **BE ORIGINAL THINKERS**
- **ENSURE LEADERSHIP SUPPORTS INITIATIVE**
- **SELL THE VALUE THROUGH THE EVALUATION PROCESS**
- **CAPITALIZE ON SUCCESS TO BUILD BUDGETS, BRAND YOUR COMMAND AND SHOWCASE THE PUBLIC AFFAIRS MISSION**